



REVISED

# Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: 5-11-05

Project No.: 309 - PA - 05

Coordinator: Al Ward

Case No.: 12 - GP - 05

Project Name: Winstar Pro

Project Location: SE Corner 99th St. & McDowell Mt Ranch Road

## Property Details:

☒ Single-Family Residential ☐ Multi-Family Residential ☐ Commercial ☐ Industrial

Current Zoning: R1-35 / PCD

Proposed Zoning: Employment / Urban Neighborhood Residential

Number of Buildings: 4 to 8 TBD

Parcel Size: 10 acres (3 parcels)

Gross Floor Area/Total Units: 135,000 +/-

Floor Area Ratio/Density: .3 (.4 allowed)

Parking Required: 300

Parking Provided: 500

Setbacks: N - 50' +/- S - " E - " W - "

## Description of Request:

General Plan Amendment to modify General Plan from Cultural Institutional to Employment or Urban Neighborhood Residential. The request is to maintain both options until a consensus is reached among the applicant, neighbors, city staff and City Council. A rezoning application will be filed on or before July 2005.

The applicant is presently discussing the opportunity for planning an adjacent 7ac. parcel that is contiguous to the subject property for inclusion into the General Plan Amendment.

Planning and Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Request for General Plan Amendment for:

**12-GP-05**

**309-PA-05**

## ***WINSTAR PRO***

Scottsdale, Arizona

### ► **INTRODUCTION.**

Request. Amend the General Plan – Land Use Element for the subject properties from “Cultural / Institutional or Public Use” to “Employment” or “Urban Neighborhood Residential.” The request is to maintain both options until a consensus is reached among the applicant, neighbors, city staff, and city council. A rezoning application will be filed on or before July 2005.

Location. The subject property is located approximately one-quarter mile west of Thompson Peak Parkway on the south side of McDowell Mountain Ranch Road immediately north of West World. The site contains three (3) parcels of land, approximately ten (10) acres in size.

Site Conditions. The approximately 10.1-acre site is generally flat with very little in the way of topographic changes or significant vegetation. A small portion of the old Verde Canal bisects the property from northwest to southeast. Most of the vegetation on-site is found in close proximity to the canal.

Surrounding Land Uses. The subject property is in a very unique location within the City of Scottsdale. The site is surrounded by a variety of different land uses including the West World equestrian center to the south, McDowell Mountain Ranch master planned community to the east and a mix of residential and employment uses to the north and west.

Other Impacts. The most significant impact to this property is the immediate proximity to West World equestrian center to the south.

Future Rezoning Request. As previously mentioned, the applicant will submit a rezoning request to accompany this General Plan Amendment request. The rezoning request will include a development agreement with development standard amendments that further define intensity of development on the site including height restrictions and lot coverage restrictions.

The proposed rezoning request will make the zoning consistent with the proposed General Plan designation. The future rezoning application will address the following:

- Proposed Use.
- Proposed Site Plan.
- Parking.
- Setbacks.
- Open Space.
- Frontage Open Space.
- Intensity of Development [F.A.R.].

► **GENERAL PLAN AMENDMENT CHECKLIST.**

The following items are provided pursuant to the "Checklist" items required by the City Project Coordination Department.

**ITEM 1 - GENERAL PLAN AMENDMENT CHECKLIST.**

[Submitted with application under separate cover.]

**ITEM 2 – COMPLETED APPLICATION FORM.**

[Submitted with application under separate cover.]

**ITEM 3 – GENERAL PLAN AMENDMENT APPLICATION FEE.**

[Submitted with application under separate cover.]

**ITEM 4 – [NOT REQUIRED]**

**ITEM 5 - CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT.**

The following is an outline of the proposed Citizen Notification & Public Involvement program as defined in the GPA Checklist.

1. Letter / Mailer Notice. The applicant will notify all property owners and HOA's within 750-feet of the subject property. Addresses and a key map of the recipients are provided with this application under separate cover.
2. Project Under Consideration Sign. The applicant will install the required "Project Under Consideration" sign within ten [10] business days of the filing of this report. The sign will include information regarding the required public open house meeting. The sign will be posted a minimum of ten [10] days prior to the meeting. A dated, time stamped photograph of the sign along with an "Affidavit of Posting" will be provided to the city.
3. Open House Meeting. Pursuant to City staff requirements, the applicant will conduct two [2] open house meetings to solicit input from adjacent property owners. The applicant will notify the Project Coordinator at least fourteen [14] days prior to the meeting. Documentation of the open house meeting will be provided to the city upon completion of the meeting including dates, times, locations, copies of sign-in sheet, etc.
4. Other. With the submittal of the future rezoning application the required Citizen Review Plan and Program including, additional letters, open house meetings, web site and newspaper advertising will be developed.

**ITEM 6 - CONTEXT GRAPHICS, PLANS & PHOTOGRAPHS.**

See context maps and photographs at the end of this report including:

- East Bell Road Master Plan
- Aerial Photo / Site Location Plan
- Site Context Photographs

**ITEM 7 – [NOT REQUIRED]**

**ITEM 8 – GENERAL PLAN GUIDING PRINCIPLES.**

The following are goals and approaches taken from the City's "General Plan 2001" describing how this proposal meets applicable General Plan objectives.

Character & Lifestyle.

- *Foster Quality Design...*the future development plan will be required to be submitted to the Development Board to ensure the site plan and architectural character are environmentally responsible, appropriate for the locale and meets or exceeds the high design standards of the community
- *Identify Historic Resources...*the future development plan for this site should consider the existing Old Verde Canal.
- *Streetscapes / Visual Quality...*the future landscape component of the project will blend and transition with existing and future developments in the area.
- *Encourage Sensitive Outdoor Lighting...*the future development of this project will meet or exceed all applicable city ordinances regarding architectural and site lighting.

Economic Vitality.

- *Foster New Employment or High Density Residential Opportunities* such as luxury apartments, hotel or assisted living facilities...the future development plan for this site adds employment opportunities to the Scottsdale job market.
- *Integrate Non-residential Development to Improve Access...*This project will provide opportunity for employees to walk or bicycle to this future employment use from numerous neighborhoods in the immediate area.

Neighborhoods.

- *Enhance Neighborhoods...*the future development plan for this site will allow alternate modes of transportation for local residents / employees as well as enhance the landscape and site architectural character established by adjacent residential and non-residential uses.

Open Space.

- *Protect Urban Environment...*the future development plan for this site has a very close proximity to the West World equestrian center and regional multi-use trail system which provide opportunity for pedestrian and bicycle access to the immediate area. Other open

space elements will include the streetscape adjacent to McDowell Mountain Ranch Road creating buffering and transition.

Sustainability.

- *Direct Growth that can Support Multimodal Transportation and Logical Infrastructure Expansion...*this is an ideal site for multimodal transportation [see below] and use of established infrastructure improvements due to the fact that most of the area infrastructure is in place.

Transportation.

- *Protect Integrity of Networks to Reduce Number, Length and Frequency of Trips...*the planned employment use offers variety in peak use trips relative to adjacent residential uses with little or no activities in the evening or weekends. Further, this project will provide opportunity for employees to walk or bicycle to this future employment use from numerous neighborhoods in the area.
- *Relieve Traffic Congestion...* the planned employment use offers variety in peak use trips relative to adjacent residential uses with little or no activities in the evening or weekends. Further, this project will provide opportunity for employees to walk or bicycle to this future employment use from numerous neighborhoods in the area.

**ITEM 9 - COMPARITIVE ANALYSIS [INTENSITY].**

The following is a comparative analysis between the existing and proposed General Plan designation utilizing the City's "Clean Zone Model" computer analysis.

	Existing Cult. / Inst.	Proposed Employment	Remarks / Comments	High Density Residential
- Dwelling Units	--	--	Not applicable.	170
- Floor Area	63,000	132,000**	Square Feet	204,000
- Population	--	--	Not applicable	425
- School Children	--	--	Not applicable	75
- Water Use	14	67	Ac. Ft. / Yr.	TBD
- Wastewater	4	9	Ac. Ft. / Yr.	TBD
- Solid Waste	8	149	Tons / Year	TBD
- Vehicle Trips*	204	924	Weekday Trips	TBD
- Employees	15	297		10

\* Note that a T.I.M.A. study will be prepared for this proposal and adjacent properties as a part of the future rezoning request[s].

\*\* Based on a Floor Area Ratio of 30%.

**ITEM 10 - COMPARITIVE ANALYSIS [GENERAL PLAN ELEMENTS].**

Land Use Element..... Refer to Items 8 and 9 above.

Character Types Element ..... The current "Character Types" designation is *Suburban Desert*. This proposed change does not conflict with the designated character type.

Character Areas Element..... This property is located in a "Character Area" designated as a future study area [Area 8].

Streetscape Element..... This property is located in a "Streetscape" area designated as *Natural Streetscape*. No change to that character is anticipated.

Open Space Element ..... This request does not impact the "Open Space Element" of the General Plan.

Parks / Recreation Element ..... This request does not impact the "Parks / Recreation Element" of the General Plan.

Preservation Element. .... This request does not impact the "Preservation Element" of the General Plan.

Growth Area Element..... This property is not located within a designated Growth or Activity Area.

Community Mobility Element.... This request does not impact the "Community Mobility Element" of the General Plan.

**ITEM 11 - RELATIONSHIP TO CITY GOALS.**

Scenic Corridors..... Not applicable to this property.

Vista Corridors..... Not applicable to this property.

Character Area Plans..... See Item 10 above.

Neighborhood Plans..... Provides additional employment opportunity close to existing population base.

Housing Diversity ..... Not applicable to this property.

Economic Diversity..... Creates employment opportunity for residents of the area

Alt. Transportation Modes ..... Integrated employment and residential uses allow employees the opportunity for short walking or bicycle trips.

**ITEM 12 - PUBLIC RESPONSE TO PROPOSED GENERAL PLAN AMENDMENT.**

No public response to the proposed General Plan Amendment has been received at this time. The Neighborhood Involvement Plan will be updated as public comment is received.